

## PRESS RELEASE

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For Immediate Release

### **Full office\* Keynote programme unveiled**

office\*, the dedicated new exhibition and conference for PAs, EAs and Office Managers, has now confirmed the full Keynote speaker line-up for its launch event, taking place on 21-22 September at Earls Court, London.

Today's announcement of seven new keynotes brings the running total to nine, with top UK business woman Karren Brady, currently appearing in the BBC's hit show *The Apprentice*, and leading TV body language expert Judi James, already previously confirmed. Given the multi-faceted needs of today's modern office professionals, these key notes will complement the show's 50-strong, 5-theatre seminar and master class programme and have been specifically chosen to be of universal appeal. Keynotes will cover everything from making your office greener to how to dress for success, plus also include interviews with several high-profile PAs.

Tuesday 21 September:

- Clair McMullen (MEng), Global Action Plan – Greening Your Office: Quick Wins
- Karren Brady, Vice-Chairman of West Ham United Football Club
- Dr. Gareth Osbourne, APA – The Power Beside the Throne, interview with Emma Kernan-Staines (FAPA DipPA), PA to Sir Trevor Brooking CBE at the Football Association
- Lisa Potter-Dixon, Benefit Cosmetics – Look Good, Feel Good
- Laura Richardson & Anuska Elland, Hays PA of the Year 2010 & 2009 respectively – Winning PA of the Year and What it Meant to Me

Wednesday 22 September:

- Michele Ferron-Leckie – Dress for Success
- Mike Caridia, CEO of pa.assist.com – Interview with Laura Belgrado, EA to Microsoft's Global Managing Director
- Judi James, Body Language Expert – Self Preservation Techniques in the Workplace
- Jon West, Commercial Director for HRS.com UK and Ireland - Hotels? Really Simple

Standing alongside the show's comprehensive training and development programme is office\*'s central exhibition, which will feature over 150 leading business suppliers. The latest additions to the burgeoning exhibitor list now include: Harrods Corporate Services, Compare Hospitality, Hortic Express, Urban Champagne, The Wine Tasting Company, No 4 Hamilton Place, Thinking Space, and RSA House; one of the most exclusive and sought after venues in London.

Benefit Cosmetics have also confirmed their presence. In addition to hosting a keynote session, with tips and tricks on looking good in the work place (3.30pm on Tuesday 21 September), Benefit UK's lead make-up artist Lisa Potter-Dixon, and her team in the Benefit Boutique area, will be offering a free make-over to all office\* attendees. Benefit Cosmetics will be also be sponsoring the office\* Champagne bar, located within the Benefit Boutique area, and giving out free goodie bags (worth £100) to those attendees who are lucky enough to be invited to the after show office\* Party @ Planet Hollywood. Details on how to register an interest in attending the office\* party are to be released by the show's organisers Diversified Business Communications (UK) Ltd next month.

office\* is free to attend for pre-registered visitors, which also includes entry to the Keynote stage where motivational speakers Karren Brady, Judi James, and other leading personalities, will be in action. Seminars and master classes are £89 for three 1-hour sessions or £39 per 1-hour session. For further show and speaker information, please visit [www.officeshow.co.uk](http://www.officeshow.co.uk).

### ENDS ###

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## Notes to Editor:

- office\* is the brand new event for 2010 that focuses on bringing Office Professionals, PAs, Office Managers and Executive Assistants together with potential new business partners and solutions providers. Developed in consultation with prospective visitors, associations, publishers, manufacturers and training providers, it aims to inspire and educate all those working within this dynamic industry.

### VISTOR INFORMATION:

Admission: Free to pre-registered visitors, £20 on-the-door

Location: Brompton Hall, Earls Court, London SW5 9TA

Opening hours: Tuesday 21 September 2010, 9.30-6.00 & Wednesday 22 September 2010, 9.30-17.30

Website: [www.officeshow.co.uk](http://www.officeshow.co.uk)

- Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. In addition to office\*, Diversified UK also organises lunch!, Natural & Organic Products Europe, camexpo, and the Independent Health Store Conference. The company publishes Natural Products magazine and the Natural Beauty Yearbook.
- Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.